



Virginia Wine Marketing Office

Agritourism Initiatives

VIRGINIA WINE BOARD MARKETING OFFICE

Created in 2007 by the Virginia Wine Board, the Virginia Wine Board Marketing Office handles the board's education and marketing efforts on behalf of all Virginia wineries. The office is funded completely by a portion of the sales tax derived by the sale of Virginia wines.

Manned by Annette Boyd and Amy Ciarametaro, the office manages the development and execution of host of marketing programs including tourism to Virginia Farm wineries, the purchase of Virginia wines, and the awareness about Virginia wines to wine drinkers. The office also works closely with the Virginia Department of Agriculture and Consumer Services' Marketing & Development staff on domestic and international marketing and promotion programs. A large portion of the Virginia Wine Board Marketing Office's program directly promotes tourism of Virginia wineries since it is a key element of marketing Virginia wineries. The office also works on these efforts with the Virginia Tourism Corporation.

Collectively, the Virginia Wine Board Office's marketing efforts communicate a clear and positive message on Virginia wines, encourage visits to the state wineries, and help increase sales of Virginia wine.

MARKETING EFFORTS THAT DIRECTLY PROMOTE AGRITOURISM

Annual Winery Guides – More than 425,000 Virginia Winery Guides are designed, produced, and distributed to consumers annually. Each provides a map of Virginia with almost 160 wineries on the map. The guide also has winery contact information, tour hours, amenities, descriptions, and directions.



Virginiawine.org – This website is designed to provide information about Virginia wineries to anyone interested in visiting them. The website offers detailed tour information on Virginia wineries, Virginia wine events, as well as electronic files of the Virginia Winery Guide Map, regions, and places where you can purchase Virginia wines. More than 3.5 million visitors visit VirginiaWine.org annually.



Love By The Glass: Virginia Wine Week March 22-28, 2010 – This first-ever week long promotion had more than 230 restaurants and wine shops sign up to promote Virginia wines. Media outlets across the state covered scores of articles, television news pieces and other items that promoted trade partners that carried Virginia wines. The effect was a promotion that helped to drive consumers to various trade partners to purchase Virginia wines by the glass and by the bottle. The Virginia Wine Board Marketing Office is still awaiting the Virginia ABC data to measure this promotion, but by all accounts it was a success.



October Virginia Wine Month – Virginia has celebrated October Virginia Wine Month each year for 22 years. All promotions for the month include information about getting visitors to visit wineries during this scenic and busy time at wineries. It's also a great time to promote Virginia's scenic beauty, at a time when the temperature is cooling and its grape harvest at wineries. October is a perfect month to promote the excitement of visiting Virginia wineries. Each year, the recognition of this month generates articles around the state and nationally. Including print, blogs, Twitter and FaceBook mentions, the Virginia Wine Board Marketing Office has a total reach of 3,131,870 people with our Virginia Wine Month messages.